

A Research on Enterprise Citizen Consciousness and Social Responsibility

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Abstract Enterprise is not only a social economic unit, but also enjoys the rights and assumes the social responsibility of citizens. The paper holds the view that the profit should not be regarded as the sole standard in an enterprise's success, the enterprise must assume social and environmental responsibility endowed. It is concluded that present construction of enterprise citizen consciousness should be more embodied in the urge enterprise assumed social responsibility. Only in this way can enterprise obtain the sustainable development.

Key words Enterprise; Citizen consciousness; Social responsibility; Relationship

1 Introduction

In recent years, the "enterprise citizen consciousness" has got attention year by year. On January 31, 1999, the United Nations secretary general kofi annan in world economy BBS's speech, which invited business leaders attended the international initiative, the global compact concept has put forward firstly. In 2000 and July 26, the UN headquarters in New York officially launched action. The aim of Annan representative of the global compact is through collective action, promote enterprise citizen consciousness, which should participate in the global business challenges.

At present, to establish a standardized, justice, win-win and harmonious new labor relationship has become an important task of constructing the harmonious society of China. Current labor relations coordination and the realistic problems of labor dispute processing is very severe, such as foxconn employees jumped, nanhai Honda strike events reflected by the labor-owner relationship problems. These problems are urgent issue. We must emphasize the social responsibility of the enterprise and remodel its citizen consciousness, on this basis to construct the new labor relations in the scheme is feasible.

2 Interpretation and Position of "Enterprise Citizen"

To accurately define "enterprise citizen", we first should understand "citizens". "Citizens" is a legal concept, refers to the natural person who has a nationality of a country and according to the constitution and law, enjoys the rights and bear obligations. The constitution of the People's Republic pointed out: "whoever has the nationality of the People's Republic of China are citizens." "Citizens" reflects the legal relation between the individual and the country. Citizens belongs to a country's enjoy the rights granted by law, and also bear the legal obligation. The standpoint of "Enterprise citizen" is in "citizens". It refers to the enterprise legal person who has a country registration, and enjoy the rights and assume enterprise responsibility and obligation according to law. But "enterprise citizen" and "citizens" is different: the enterprise citizen is legal person rather than natural person; enterprise citizen is corporation rather than individual; enterprise citizen is the social organization life rather than individual life, enterprise citizen life cycle is the time that enterprise production and operating activities of existence by law. Therefore, each enterprise legal person can be reputed as enterprise citizen and has the corresponding rights and obligations as citizens.

As a social citizen, enterprise also has somebody's ethics and morality. Ethics is an important constraint force of social order. It must depend on the agreement of each moral main body on ethical codes, and can follow these guidelines in practice. Although enterprise is not specific people, the enterprise is the moral behavior. Therefore, the enterprise must be personified.

"Enterprise citizen" is a personified expression method. It is of great significance for applied citizen concept to enterprise. This idea broke the enterprise' survival mode which simple to pursue economic benefit and scale. The daily business practices, the enterprise operation and policy making behavior and social basic values are integrated. Introducing the concept of human rights of citizens into the enterprise can ensure the basic rights of enterprise employees.

3 The Relationship between Enterprise Citizen Consciousness and Enterprise Social Responsibility

Enterprise citizen consciousness is to point to the citizen idea, refer to make enterprise as a legal person turn into a qualified enterprise citizen, establish consciousness of rights and obligations like a natural person has rights and obligations. Here, the enterprise rights refer to the personality rights, property rights, production management rights, legal protection rights information rights and resource use rights. Enterprise responsibilities refer to the enterprise should assume economic responsibility, legal responsibility, Natural environmental responsibility, ethical and moral responsibility. Therefore, the enterprise citizen consciousness contains two meanings, one is rights and benefits, and another is duties and obligations. Under the concept of enterprise citizen consciousness, enterprise exists as legal person, also like ordinary citizens exist as social people. Enterprises should set up the citizen consciousness of protect rights and consciously perform obligations.

From the traditional economics theory perspective, it is assumption that the enterprise is the "economic man". The enterprise profits is the sole purpose. Only from the economic interests, the enterprise is profitable tools, but is not heartless tools, not irresponsible machine to social. The profit is not the sole standard in enterprise's success. Enterprise must assume the responsibility endowed by social and environment. Since reform and opening-up, our enterprises have obtained rapid development, and have made great contribution to the social and the country. But at the same time, some enterprises eager for quick success and instant benefit, various social problems triggered by manufacturing and marketing the fake, polluting environmental, evading tax and financial fraud, falling behind salary, ignoring safety and cheating consumer appeared. People shocked by poison powder, inferior drugs. So, many people of vision want to improve enterprise citizen responsibility consciousness.

Nowadays people's expectations of enterprise are not only gain profit, solve the employment and pay taxes. People prefer enterprise can effectively assume promoting social progress, concern of ecological environment, maintaining the market order, helping social vulnerable groups, and participate in community development, safeguard the interests of employees and so on a series of social responsibility and obligation. Enterprise's profit maximization is not equal to the value maximization, but is in the process to maximize profits, enterprise brand, reputation and social image, etc. Enterprise return society is the highest realm of enterprise value. This needs enterprise actively assume corresponding social responsibility, change from "economic man" to "society". Therefore, the enterprise's role is an "agent" and a "society", integrating economic benefit and social benefit. In fact, the interest which enterprise takes out is building the enterprise business image. This is not contrary to enterprise business target, much less damage to the competitiveness of enterprises.

In 2003, the world economy forum holds that "the enterprise citizen" contains four aspects of content: Firstly, good corporate governance and moral values, mainly including abide by laws, existing rules and the international standards, prevent corruption include moral norms of behavior and problems of commercial principles. Secondly, the responsibility to people, mainly including employees security plan, employment equality of opportunity, against discrimination, salary fairness, etc. Thirdly is the responsibility to environment, mainly including maintain environmental quality, use clean energy, climate change and biodiversity conservation, etc. Fourthly, the general contributions to social development. It mainly refers to the contributions to social and economic benefits, such as spread international standards, provide products and services with impoverished communities, like water, energy, medicine, education and information technology, etc. These contributions may become a part of the enterprise's core strategic in some industries, also a part of enterprise social investment, and the charity and community service action. These four contents highlights the demand that enterprise citizen perform the social responsibilities in modern society. Furthermore, the current situation of China's economy and society system has been becoming perfect. The existing problems of enterprise in the construction of enterprise citizen always are the contempt of law, the deficiency of morality and irresponsible to consumers, environment and employees. Therefore, the present construction of enterprise citizen consciousness is reflected enterprise assume social responsibility.

Enterprise social responsibility require enterprise to create profits, responsible for the interests of the shareholders, while also responsible for employee, assume responsibilities to consumers, to the community and the environment of social, including abide by business ethics, production safety and occupational health, safeguard the legitimate rights and interests of laborers, environmental protection and support social commonweal philanthropy, donations, protect the vulnerable groups, etc.

The difference between enterprise citizen consciousness and enterprise social responsibility are:

enterprise citizen consciousness highlight social "citizens", it has both social responsibility and the corresponding social rights. From this perspective, the concept of enterprise citizen consciousness wider than enterprise social responsibility. Enterprise social responsibility is an aspect of enterprise citizen consciousness, while enterprise citizen consciousness is the development of enterprise social responsibility.

4 The Thinking of Enterprise Perform Social Responsibility and the Sustainable Development of Enterprise

4.1 Advocating enterprise citizen consciousness, closely relating the success of enterprise and the health and welfare of society is to seek for the good interaction among enterprise, government and society

Enterprise social responsibility firstly embodies in economic responsibility. Enterprise perform social responsibility needs expense, but in practice, it will not affect the enterprise performance. Instead, it is helpful to assume social responsibility positively for promote enterprise's competitiveness. The construction of Enterprise citizen consciousness will bring benefits to enterprise development in the long-term. For example, WangLaoJi enterprise donation \$100 million to the Wenchuan earthquake of China. Although it is very heavy for the fast growing enterprise, the social responsibility behavior of WangLaoJi has attracted a lot of publicity, enterprise sales has obtained a huge increase. WangLaoJi drinks appear supply shortage and restricted condition in supermarket. In 2008, the total sales are almost \$120 million. Therefore, if enterprise put the social responsibility idea into the enterprise development strategy, and combine enterprise citizen consciousness with enterprise's growth strategy, enterprise can realize the harmonious and sustainable development.

The introduction of enterprise social responsibility and enterprise citizen consciousness make enterprise contain tremendous potential. Although the present economic indicators and social responsibility index is the double shoulder of enterprise and government, the concept of enterprise citizen consciousness will change economic operation mode, finally bring direct productivity and influence the social mode of operation. Through enterprise citizen idea enterprise can be more perfect oneself "personality". Establishing and strengthening enterprise citizen consciousness is not only the needs of enterprise survive and grow, but also related to the whole society harmonious develop.

4.2 Establishing and improving enterprise citizen consciousness is the reliable guarantee of enterprise's survival, development and stable operation

Establishing enterprise citizen consciousness can enhance the enterprise's business performance. Nowadays, commodity economy is highly developed and market competition is very fierce. Consumers may not to compare everything carefully. "Good" commodity products will be their first choice. For consumers, enterprise which has enterprise citizen consciousness and courage to assume social responsibility can produce and provide the goods and services of reasonable price, reliable quality and safe quality. Enterprise actively assumes social responsibility is also a means to show their strength and producing the effect of advertisement. It can create a good external environment, improve the reputation of the enterprise, obtain the public trust, win repeat customers and ensure the sustainable development of the enterprise. Many facts have proved that products and services of enterprise which have enterprise citizen consciousness can always occupy larger market share.

Establishing enterprise citizen consciousness can attract more excellent talents. [7]Enterprise competition is ultimately talent competition. If enterprises set up enterprise citizen consciousness, always implement the "human-oriented" management principle, coordinate the relationship between the enterprise and the employees, improve work environment, protect the interests of laborers, these can fully motivate employees' enthusiasm and creativity of the heart and generate the sense of belonging. It can get quite stable team, improve staff's long-term loyalty, keep and attract excellent talents.

Establishing enterprise citizen consciousness can reduce costs. Enterprise which has enterprise citizen consciousness can improve enterprise's social reputation, brand effect, save the advertising expenses and obtain long-term intangible assets. It also can steady staff and reduce the training cost. Moreover, these can easier access to government and related enterprise's support, greatly reducing the cost of cooperation, etc. So, in the long run, the earnings of establishing enterprise citizen consciousness are more than enterprise temporarily pays extra cost".

4.3 As a part of enterprise culture, enterprise citizen consciousness can supply enterprise with core competitiveness

Enterprise core competitiveness is divided into three aspects: one is the surface competitiveness,

including service, quality, cost, marketing, technology and production capacity, these refer to the product competitiveness. Another is the competitiveness of support platform, including enterprise's structure, mechanism, scale, strategy, resources, relationship and system, these refer to the system competitiveness. Third is the enterprise culture competitiveness. It is the most fundamental and core competitiveness, including idea system of enterprise culture, values, enterprise image, innovative features, talent, enterprise citizen consciousness and the social responsibility of enterprise. These are the inner power. Enterprise citizen consciousness reflects the globalization trend of corporate governance, which is a kind of infiltration of citizen consciousness in business field and a kind of new business culture and commercial civilization. Enterprise which simply pursue economic value but ignore social value and environmental value will be less and less space in new business and the competitive environment. Enterprise must realize that doing business is doing citizen, and meanwhile doing enterprise citizen is doing business. Enterprise citizen consciousness is not only external legal and ethical standards, but also a core capability of combine with enterprise's responsibility and the ability, and a kind of management idea related with the enterprise management practice. To keep balance between the social harmony, social friendship and economic energy, enterprise must assume social responsibility firstly. Lots of cases proof that enterprise strengthens enterprise citizen consciousness and assume social responsibilities not only can improve enterprise brand, but also can enhance enterprise's reputation and competitiveness and shaping corporate culture

5 Conclusion

The construction of enterprise citizen consciousness is a process of realization and accumulation. It needs time. From the current situation, the overall level of construction of enterprise citizen consciousness is at a low level, and the development stage is not balanced. The foreign-capital enterprise is superior to the domestic enterprises. The medium-sized, state-owned enterprise is better than the private enterprises. From the perspective of government, policies and measures are tending to economic development and increase of GDP. The policy support to construction enterprise citizen is not enough and the relevant laws and regulations are not perfect. From the perspective of enterprises, the main problems existing in the enterprises are :managers is poor in this concept ,in the production and management exist primitive accumulation of impatience, excessive profits ignore protection responsibility for other stakeholder rights , lack of responsibility for environment and the social development basically. Enterprise is not a lonely island. If in the process of the enterprise development, enterprise both without support of internal and external environment and not assume social responsibilities very wells, the development of the enterprise impossible get to long-term sustained development.

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